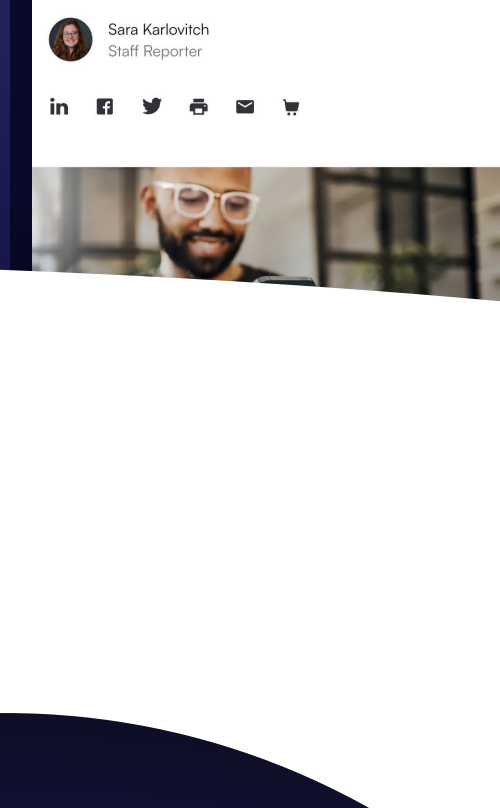


Social Media Today is a news publication designed specifically for leaders in the social media industry. From LinkedIn to TikTok, and every platform in between, our journalists cover the latest news, trends, and tips from the world of social media.

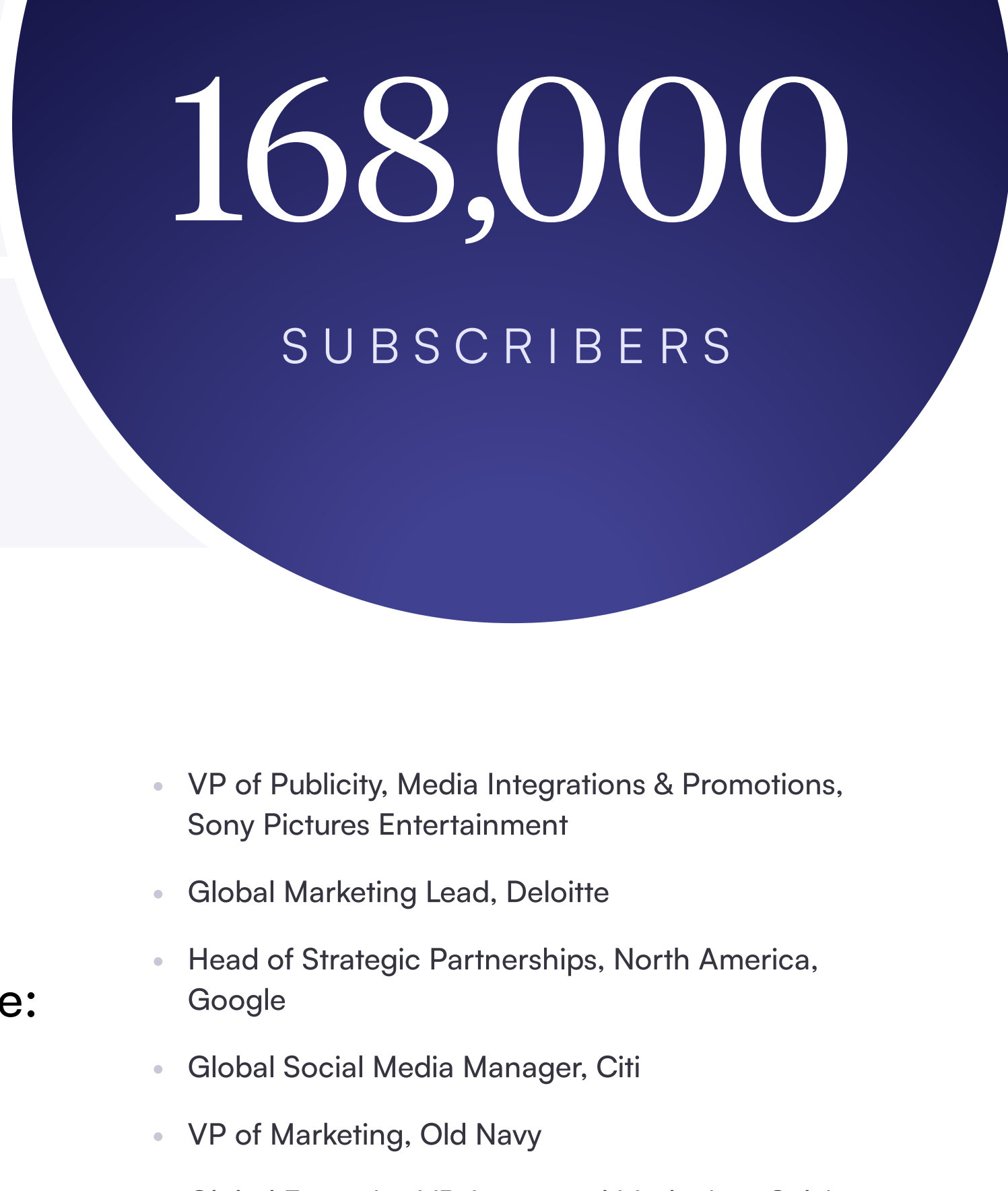


01 Audience

434K
unique monthly visitors

67%
of subscribers are manager-level or above

98%
of Fortune 100 companies read Social Media Today



You'll find Social Media Today's news and insights in the inbox of notable subscribers, like:

- VP of Publicity, Media Integrations & Promotions, Sony Pictures Entertainment
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- Head of Strategic Partnerships, North America, Google
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- Global Executive VP, Integrated Marketing, Calvin Klein
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02 Top-performing content

As social media platforms ditch their roots of 'friends & family' spaces and morph into full-blown e-commerce and entertainment networks, the social media industry is defined by transformation in 2024. Operationally, corporate changes, social turmoil, increased regulation, and mounting privacy concerns are keeping platforms — and the brands that leverage them — on their toes. Let's take a look at what social media leaders have been focused on most.

Top 5 topics

- Social media updates
- Social marketing
- X (Twitter)
- Instagram
- Content marketing

Top 10 Social Media Today stories

X Announces Option for Advertisers to Sponsor Creator Video Uploads	Instagram Launches Live Test of New Flipside Alternative Engagement Space
Meta To Remove More Detailed Targeting Options for Ad Campaigns	Scroll-Stopping Social Media Hooks [Infographic]
Google Adds Social Media Posts to Business Listings	What Social Media Marketers Can Expect in 2024
Essential Dos and Don'ts for Social Media Marketing in 2024 [Infographic]	LinkedIn Shares Insights Into Its Latest Feed Algorithm Updates
8 Visual Trends To Consider for Your Marketing in 2024 [Infographic]	20 Content Prompts To Help Boost Your LinkedIn Presence in 2024 [Infographic]

Keywords resonating right now

- generative AI content
- UGC marketing
- short-form videos
- social commerce
- data protection
- inclusivity and diversity
- TikTok sell off
- AR shopping

03 Trend analysis

Seismic shifts

- Platforms veer further away from 'social' media roots and transform into entertainment/e-commerce networks in light of shifts in consumer and advertiser sentiment and behavior
- Brands paying close attention as users increasingly opt for private sharing in niche groups and/or DMs over public feed posts; platforms begin to experiment with alternative spaces
- Rapid platform growth and evolution coupled with persisting consumer distrust underscores need for brands to deliver unified messaging across channels — on and off social platforms

Morphing priorities

- In the wake of third-party cookie deprecation, marketers turn their attention to social for data collection and lead generation
- Marked uptick in 'unhinged, unpolished' content as consumers increasingly crave authenticity from brands, creators, and individuals alike
- All eyes on increased integration of 'short-lived content' like stories, disappearing posts, and live streams to foster real-time engagement

AI-mania & tech transformation

- Increased adoption of AI for content generation, ideation, optimization, personalization, and more
- Internal and external battles erupt as use of AI sparks heated debate around creativity, intellectual property, and AI's looming impact on consumer trust and privacy
- Heightened focus on keeping up with new and emerging tech (AR wearables, 3D environments, etc.) and how consumers interact with them

Our readers spent nearly 2x as long on these stories than the average story:

- Google Announces New Core Algorithm Update for Search
- 5 Tips for Your Digital Marketing Strategy in 2024

Cookies crumbling

As third-party cookies slowly but surely deprecate, marketers are figuring out how to effectively utilize zero- and first-party data to inform their product, content, and marketing strategies.

studioID tip

Without third-party data, interactions with customers through social channels are quickly becoming the most crucial touchpoints a brand has. Educate marketers on how to increase social engagement — beyond dedicated fans and angry consumers — to connect with their entire target market and expand their proprietary data. Guide them with case studies, high-impact social statistics, and how-to guides to grapple with a larger engagement pool.

Less social, more media

As users gravitate towards sharing in private circles, social media has morphed into a place for entertainment, pop culture discourse, and online shopping.

studioID tip

As individuals post to social media platforms less and less, and brands post more than ever, today's marketers must adapt to the modern and hyper-competitive landscape. The shift to social media as a hub for entertainment and commerce is an opportunity for brands to influence, not just follow, the social zeitgeist. Help social leaders keep up with best practices in the form of innovative success stories from legacy brands and disruptors alike.

AI-mania & tech transformation

After much trial and error, marketers are learning that AI tools are not the be-all and end-all solutions to create and execute a marketing strategy.

studioID tip

AI is here to stay and social marketers need resources to understand the bounds of its power. High-level topics like privacy regulations, what company data is appropriate to share in open-source tools, and ethical guidelines are sure to resonate. Topics like prompting guides, copyright resources, and technical 'how-to' lessons will be of great benefit to today's marketers.

04 Marketing insights

Earn a 'double tap' from this audience by reflecting the content preferences of over 168,000 Social Media Today subscribers in your strategy:

Preferred content types

- Webinars/virtual events
- Trendlines
- Playbooks
- Infographics

Meet their need for speed

When it comes to creating thought leadership content around social media, treat the space like a newsroom.

studioID tip

With what seems like a new regulation, algorithm change, brand faux pas, and platform popping up every day, it's essential for social marketers to not miss a beat. Be their translator: Give your audience the often dense, legal updates in layman's terms and offer suggestions for how an industry change may affect their content plans directly.

Walk the walk

To truly resonate with social media marketers, your brand must implement the trends and suggestions you tout.

studioID tip

This group is a highly tech savvy and creative bunch, and they'll glaze past your content if it doesn't meet today's standards for creative execution, diversity and inclusion, and authenticity. As the popularity of short-form video, short-lived content, and visually arresting content continues to skyrocket, take a page out of your own book and create on-trend eye candy to convey your recommendations.

Help them keep tabs on one another

They say comparison is the thief of joy, but when it comes to social content, comparison is the instigator of creativity.

studioID tip

Help social marketers keep up in the industry with examples of brands that have executed stellar and futuristic social media marketing strategies. Drive the point home with real-world examples, associated impacts on KPIs, and insights from the creators behind the campaign. Similarly, don't shy away from examining brand flops to help today's social leaders stay out of hot water.

studio / ID



How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.

